

Rep Order# 6840585
EC'd Yes

Ver# 1
Status New

Traffic Order# 197645
Printed: 08/10/2012 8:29 AM
Last Received: 08/10/2012 8:28 AM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product WILSON FOR SENATE
Estimate# 814820
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/814820
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		NWS 13 ON FOX2	08/14-08/14	1	\$1,000.00	:30	1	TU	9P-930P	1	\$1,000.00
Rating: 4.8											
2		NWS 13 ON FOX2	08/15-08/15	1	\$1,000.00	:30	1	W	9P-930P	1	\$1,000.00
Rating: 4.8											
3		NWS 13 ON FOX2	08/20-08/20	1	\$1,000.00	:30	1	M	9P-930P	1	\$1,000.00
Rating: 3.7											
4		NWS13-FOX 2 B	08/20-08/20	1	\$700.00	:30	1	M	930P-10P	1	\$700.00
Rating: 3.5											
5		NWS13-FOX 2 B	08/18-08/18	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
Rating: 1.9											
6		HOUSE	08/18-08/18	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
Rating: 6.9											
7		SYTYCD	08/15-08/15	1	\$2,000.00	:30	1	W	7P-9P	1	\$2,000.00

---REPORT TOTALS---
Report Totals: 7 / \$6,225.00

---SALES MONTHLY TOTALS---

EC'd Yes Last Received: 08/10/2012 8:28 AM Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product WILSON FOR SENATE
Estimate# 814820
Buyer Patricia Dome
Phone#
Fax#
Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/814820
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Aug 12: 7 / \$6,225.00
Sales Totals: 7 / \$6,225.00
Station Totals: 7 / \$6,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$88,929	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 41%
		KOB 19%	KRQE 33%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SAHRES

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All, 08/14/12-08/20/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-------------	------------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 9p-930p

197645 06840585 814820 08/14/12 :30 P3 9:18:57 PM WILSON FOFH0512TV \$1,000.00

\$1,000.00

\$1,000.00

Line: 2

Time Period: 9p-930p

197645 06840585 814820 08/15/12 :30 P3 9:17:27 PM WILSON FOF \$1,000.00

\$1,000.00

\$1,000.00

Line: 3

Time Period: 9p-930p

197645 06840585 814820 08/20/12 :30 P3 9:07:56 PM WILSON FOF \$1,000.00

\$1,000.00

\$1,000.00

Line: 4

Time Period: 930p-10p

197645 06840585 814820 08/20/12 :30 P3 9:58:50 PM WILSON FOF \$700.00

\$700.00

\$700.00

Line: 5

Time Period: 930p-10p

197645 06840585 814820 08/18/12 :30 P4 WILSON FOF \$325.00

\$325.00

\$325.00

Line: 6

Time Period: 6p-7p

197645 06840585 814820 08/18/12 :30 P3 6:36:03 PM WILSON FOF \$200.00

\$200.00

\$200.00

Line: 7

Time Period: 7p-9p

197645 06840585 814820 08/15/12 :30 P2 7:24:00 PM WILSON FOF \$2,000.00

\$2,000.00

\$2,000.00

\$6,225.00

\$6,225.00

\$6,225.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson
 (name of federal candidate or authorized committee) hereby certify that the programming
 to be broadcast (in whole or in part) pursuant to this agreement:

☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the
 programming that does refer to an opposing candidate:

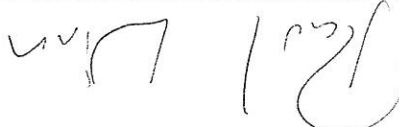
(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that
 identifies the candidate, the office being sought, and that the candidate has
 approved the broadcast.

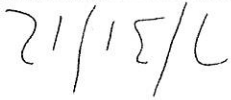
☐ the television programming contains a clearly identifiable photograph or similar
 image of the candidate for a duration of at least four seconds, and a simultaneously
 displayed printed statement identifying the candidate, that the candidate approved
 the broadcast, and that the candidate and/or the candidate's authorized committee
 paid for the broadcast.



signature of candidate or authorized committee



printed name



date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

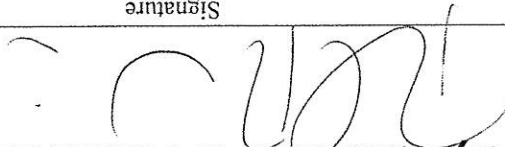
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

Date
7/31/12

Signature



To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title